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THE

Carolina Farmer

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North Carolina And Progress

By W. Kerr Scott

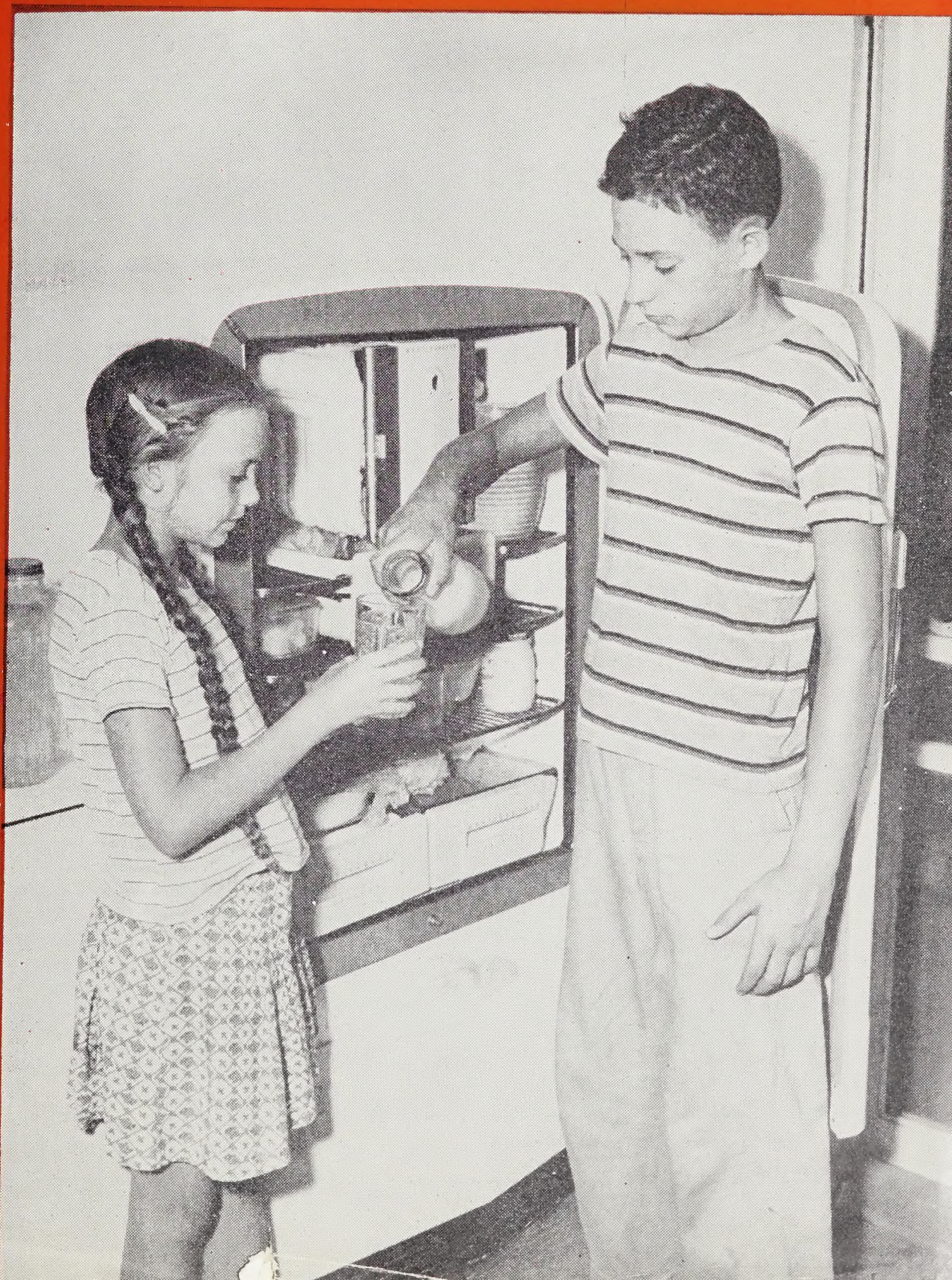
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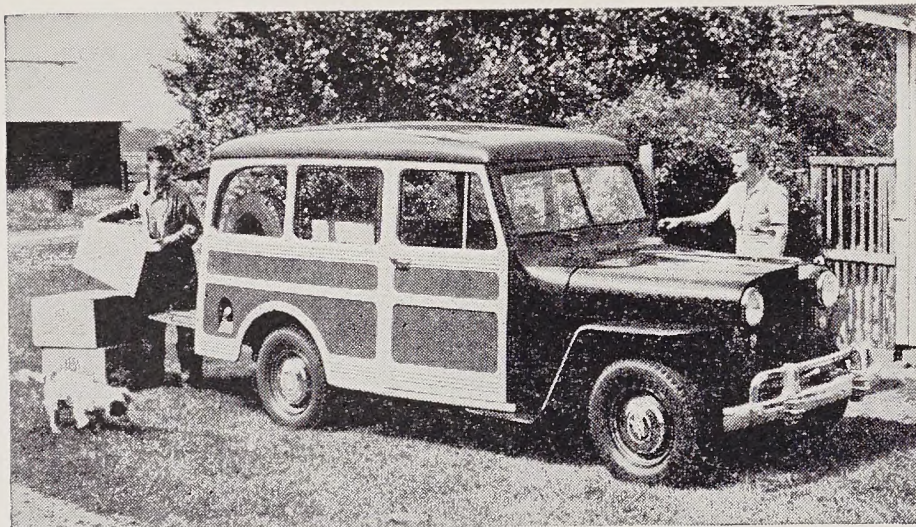
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NORTH CAROLINA
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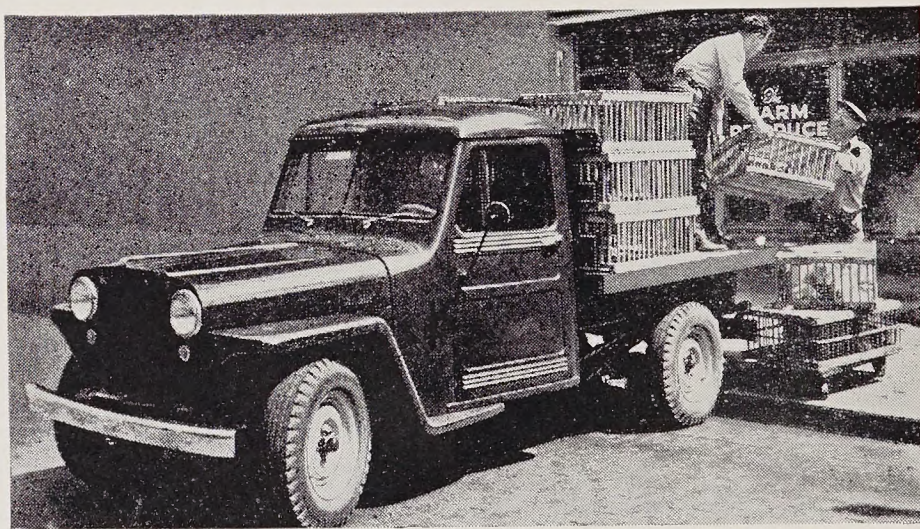
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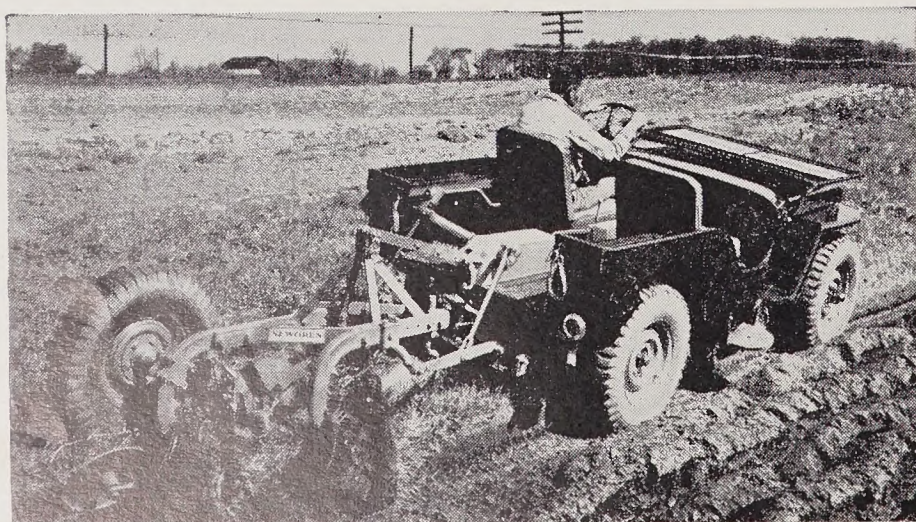
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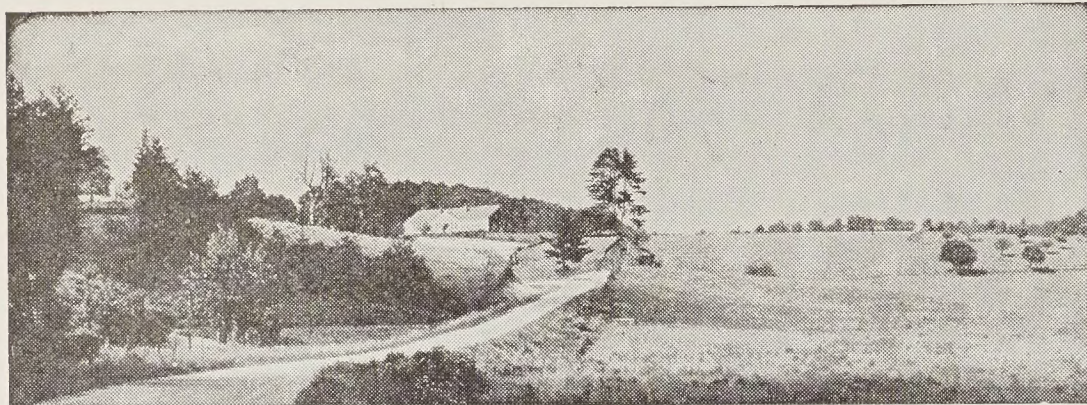
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The Carolina Farmer

Dedicated To Better Rural Living



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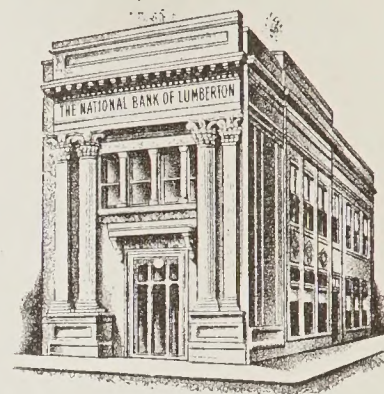
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OUR FRONT COVER

Bobby and Armezia Miller, healthy children of Mr. and Mrs. R. E. Miller of Gates County, show the results of healthy rural living. The Millers are members of the Roanoke Electric Membership Corporation and have found many uses for their R.E.A. power on their farm and in their home.

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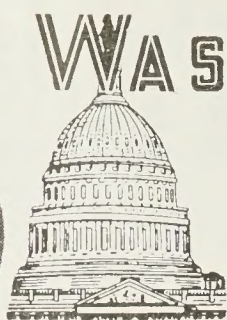
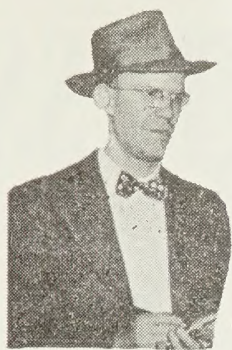


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THE CAROLINA FARMER



WASHINGTON REPORT

BY WILLIAM S. ROBERTS
Editor, RURAL ELECTRIFICATION
Official Publication of the
National Rural Electric Cooperative Association

THE largest Federal peacetime budget submitted to Congress by President Truman, January 10, included a cut in loans which the Rural Electrification Administration will be authorized to make during the budget year of 1950. REA, short-handed particularly in its engineering division during the past year, was allowed approximately the same amount for next year to pay salaries and other administrative expenses.

Both the appropriations asked by the President for REA and the loan authorization figure of \$350-million for the new fiscal year, which will begin on June 30, are considered inadequate by rural electrification leaders. While the President cited a carry-over of \$120-million in loan funds which he expects to remain out of 1949 fiscal accounts on June 30, farm leaders point to other facts which show that this carry-over is not as large as REA had available a year ago. Furthermore, REA's administrative appropriations last year were cut from \$5,900,000 to \$5,675,000. That reduction hit REA's ability to get loan funds out as quickly as might have been possible.

A year ago Congress authorized \$400-million for REA loans during the current fiscal year—the 1949 year which ends on June 30 in government budget affairs. At almost the same time the same Congress approved a deficiency authorization for the last year, 1949, amounting to \$175-million, bringing last year's total REA loan authorization to the same \$400-million figure authorized this year.

In effect, the \$175-million became a carry-over fund for REA last year, compared with the \$120-million figure anticipated by the President in his budget message for this year. An additional deficiency appropriation for REA administration will have to be passed this year because a pay raise for Federal employees was passed after the \$5,675,000 authorization for fiscal 1949. The President proposed a \$6-million REA administrative appropriation for fiscal 1950, but it is necessary to point out that with the deficiency pay raise appropriation for 1949, next year's figure for REA administrative services is no better than it was this year. Justification for more adequate loan authorizations for the Rural Electrification Administration lies in a single, very sim-

ple fact—there are still nearly two million farms and rural establishments in the United States without electricity. While nearly 2,500,000 rural families are already getting power off REA-financed lines, there still remains a long and difficult job ahead for the farmers who are seeking to serve themselves through REA lending activities.

While that one justification is sufficient, there are other urgent reasons for demanding that Congress provide fully adequate loan authorizations. They are concerned with the idea of dependable and maximum service for the 2,500,000 farms already connected. Rural electric systems throughout the country have been slowed down in their new connections and plagued in their service by a general shortage of capacity for generating electricity. Approximately 10 per cent of the power distributed over REA-financed lines is generated at plants which were financed by the Rural Electrification Administration. But statistics show that the farmer is finding more and more uses for electricity in his productive operations. New uses in tobacco curing, heating, and insect control are being developed even now, which will further increase the load on rural power lines.

Not only is more generating capacity urgently needed by systems that borrow money from REA, but the oldest systems face the necessity of adding heavier distribution lines throughout their service areas to carry the bigger kilowatt loads.

Congress will probably not get around to acting on the loan authorization for REA or administrative funds for 1950 until March—possibly April.

Unless the voices of more than four million farm families—40 per cent of them still in the dark ages of coal oil lamps—are heard by Congress in their demand for adequate REA loans, the goal of adequate, dependable service for all of rural America will remain a long distance off.

State of the Union

Support for the rural electric systems in their solution of three major problems—adequate REA loan funds, the power shortage, and high power rates—was included in President Truman's "State of the Union" address on January 5.

"We should give special attention to extending modern convenience and services to our farms. Rural electrification should be pushed forward," the President declared.

Ignoring the declarations of some private utility spokesmen, that there is no power shortage, President Truman listed this shortage as one of the main problems America faces. "We are acutely short of electric power," he pointed out, "although the means for developing such power are abundant."

Arguing that economizing without regard for the development of the Nation's natural resources is false economy, the President insisted that "We must push forward with the development of our rivers for power, irrigation, navigation and flood control. We should apply the lessons of our Tennessee Valley experience to our other great river basins."

Mentioning other resource developments and his continued support for the St. Lawrence Seaway and power project, the President went on to lend the rural electric systems support in their long fight against the sale of government-generated power at the dams. (The rural electric systems do not have the money necessary to build lines to these dams, so must buy it at increased rates from the private utility which does get it.)

Hitting at this situation, the President urged that "In all of this (development of resources) we must make sure that the benefits of these public undertakings are directly available to the people. Public power should be carried to consuming areas by public transmission lines where necessary to provide electricity at the lowest possible rates. Irrigation waters should serve family farms and not land speculators."

Cooperation of the Congress with the President on these suggestions seemed likely in view of the thunderous applause with which the Congressmen greeted a concluding statement that "In the months ahead I know that I shall be able to cooperate with this Congress."

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North Carolina and Progress

By **W. KERR SCOTT**
Governor of North Carolina

The following are extracts from an address by Agricultural Commissioner W. Kerr Scott, (now Governor Scott) on September 30 at the annual joint meeting of the North Carolina Cotton Growers Cooperative Association and the North Carolina Farmers Cooperative Exchange. The speech has been praised as one of the best expositions of agricultural statesmanship North Carolina has ever heard.

WHEN Jesus asked Peter who, in his mind and heart, was Christ, Peter answered without faltering: "Thou art the Christ, the Son of the Living God." And Christ, commenting on the faith of Peter, said, "On this Rock will I build my church." On this faith of Peter a church was built that has stood for 2,000 years.

On what rock shall we build a great and lasting rural civilization? As part of this rock to build a great rural civilization, I would develop a soil-conscious people. A good soil makes for solid, courageous men. From this soil comes not only his comfort, food and raiment, but the sustenance of all civilization. A man who loves the soil and tills it wisely never comes to want. Cities and towns flourish only as the countryside flourishes. Many passages in history tell of great civilizations that have come and gone. Their destruction was due basically to an impoverished soil, ruined by an ignorant, impoverished peasantry. Without a good soil, you will find no church, school or community life unless it happens to be supported by someone else's income.

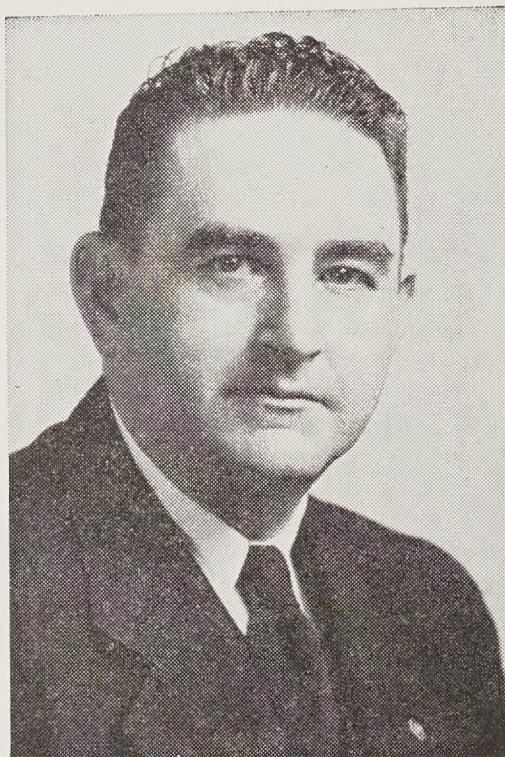
Higher Farm Income Needed

On this rock for a greater rural civilization, I would certainly use all ingenuity of mind, heart and soul to increase the farm income of North Carolinians. It is a disgrace to every citizen of the State that North Carolina stands 35th among the states of the Union in per capita farm income, which last year averaged only \$574 for each man, woman and child living on North Carolina farms.

What are some of the aids I would use to bring this about? I would extend the rural electrification program. Electricity is the cheapest labor that a farmer can employ today. Many of us rural people have rested on our oars since we have installed the electric current, and we make no concerted effort to see that the family further down the road gets this benefit and necessity. If we really desire to

build a greater income for our people, we—YOU and I—must help this forgotten man who has been by-passed not only in electricity but in telephone and roads.

In the matter of rural electrification, North Carolina is making rapid strides, but we still have a long way to go. More work in rural electrification was done in this State last year than in any year before the war. This



GOV. W. KERR SCOTT

State now has 38,000 miles of rural electric lines, and they serve approximately 215,000 rural customers. Another 10,000 miles of lines have been authorized for construction, and when these lines are finished they will serve another 40,000 rural homes. The rural areas of North Carolina now are about 54.2 per cent electrified. This is good progress indeed when we consider that in 1935 North Carolina had only 1,885 miles of rural electric lines and they served less than 12,000 customers. There are still 126,000 farm homes in North Carolina without electric current,

Now that the flow of materials has been speeded up somewhat, we can reasonably expect a corresponding increase in the number of miles of rural electric lines. North Carolina should aim to put every rural family in the State within a close reach of cheap electricity.

Farm Telephone Service

Another aid to increased farm income is satisfactory telephone service. We should bend every effort to increase the mileage of rural telephone lines in this State. Of course, the war severely handicapped the extension of rural telephone lines, but progress in this field never was as fast as it should have been. The telephone companies now are boasting that they are putting in 10,000 new telephones a duty. It is proper to inquire if all the new equipment is going to cities and towns, and how soon the rural areas of North Carolina may expect decent treatment in the matter of new telephones. The telephone is a time-saver in matters of business on the farm and in operating the farm home. It will help to increase the farm income.

Never Relax on Roads

We must ever be on the alert to keep the secondary and third-class roads in good shape. Being able to go to and from the market place at will, unhampered by bad road conditions, will increase the farm income. In building our main highways and even our secondary roads, many farms have been bypassed for years and are now hemmed in to the extent that the "Big Road" is not of much service to them.

Farmers must redouble their campaign for better roads to connect their homes with their community schools, churches, and markets. In this connection, I'd like to observe that a farm-to-market road does not necessarily have to go by somebody's cotton mill or flour mill. It's not necessary to locate the road to satisfy any certain property-owner. The road

should be routed for the greatest good of the greatest number of people, and all right-thinking citizens of a community should band together and let their wishes be known in no uncertain terms. In these days of increasing emphasis on getting farm produce to market quickly, the need for good country roads is more acute than ever before.

I am glad to report that progress is being made in the construction and maintenance of an adequate system of farm-to-market roads. During the fiscal year ending in June, the State Highway and Public Works Commission spent nearly 12 million dollars for maintenance of country roads and nearly six and a half million dollars for county road improvements. In the first six months of this year, about 800 miles of new hard-surfacing was added to the secondary road system, and nearly two million dollars was spent on bituminous treatment, most of it on farm-to-market roads. We owe thanks to Governor Cherry for his fine cooperation in emphasizing the need for better country roads and demanding that they get priority in the highway program.

Better Rural Health

Another great aid to farm income is better health. I would rather employ, on my farm, an ignorant man with natural ability and a sound body than to use an educated man in poor physical condition. While we have a shortage of country doctors and nurses, it is my firm belief that if you give the doctor an all-weather road so he can get to the patient; and, when he gets there he will find a house sufficiently lighted with electricity and having a dependable telephone with which he can keep in touch with other patients; and where there is no question about payment for his services; I say that when these conditions are met, you will stop the vanishing of the country doctor.

Many of my friends talk of the shortage of hospital beds. It's true that there is such a shortage—it is deplorable. But do you realize that this crowding of hospitals is due in large measure to the fact that the doctor cannot get to his patients out there in the country and has the patients sent to the hospital so he can get to them? Again I say, when farmers have their share of the national and state income, they will have electricity, telephones, and good roads. They will educate their children, pay their doctors' bills, and the old dividing line between town and country will vanish.

In your cooperatives, you are doing an important thing on this problem

of increasing farm income. Pooling of your purchasing and selling power is a right you should guard most zealously. Our friends of the cities and towns and some of our own group should realize that if we could double the farm income of this State, which would then give us only the national average, we would create such a degree of permanent prosperity that every citizen of the State would be benefitted.

Farmers Helped Industries Start

Many people do not realize that in the early pioneer days and since it was the farmer and his money that built the first road, the first bank, the first textile plant, the first packing plant, and that primarily the farmer is responsible for all that has grown out of these and other early efforts. Laws in the early days gave industry

Poland China Breeders Hold Successful Sale

One of the most successful sales ever held by the North Carolina Poland China Breeders Association was staged at Smithfield, N. C. on January 14th. 53 head of pure bred boars and gilts were sold for an average price of \$110.84. 30 head of gilts made an average of 155.81 per head.

Walter Kirby of Kenley, North Carolina on a consignment of 14 gilts realized an average of over \$206. per head. P. M. Horton of Zebulon, N. C. sold the top boar for \$100.

The sale was held under the auspices of the Smithfield Chamber of Commerce, and The Carolina Packing Company of Smithfield.

Col. Joe N. Frank of Morton, Illinois was auctioneer . . .

Watch your Carolina Farmer for reports on other outstanding livestock sales and events . . .

special concessions because the farmers, then in full control of the government, saw the need for developing industry.

Make no mistake about it—we have an urban and city government as far as the State of North Carolina is concerned. Wealth is continuing to be drained from the country. If we are to maintain a great rural North Carolina, the things that develop this wealth are of direct interest to city dwellers as well as the rural resident. Our fair-weather friends in the Legislature and other places of influence should not put stumbling blocks in the way. When farmers pool their efforts to bring about some economy

or some reform that will boost his income, it is nothing but a very narrow, selfish viewpoint that would cause our business associates of the cities and towns to hinder us.

Brave, Able Leadership Needed

On this rock to build a great rural North Carolina, I would choose a very able leadership that we know to be not only capable but loyal in stormy weather as well as fair.

One of the great farm organizations in this State is pushing for a membership of one hundred thousand. This is commendable, and here are my best wishes. I would remind them, however, that when the Angel of the Lord spoke to Gideon—a man of undistinguished family—to call his men together and smite the Midianites that were overrunning the land, Gideon did so. But some 32,000 answered the call. The Angel of the Lord said that was too many, so Gideon cut his army down to 10,000. Again, the Angel of the Lord said it was too many. Finally, 300 were selected to destroy the enemy and return the land to their people. There the Israelites lived in peace and prosperity for many years.

Remember that the Farmers Alliance wrote as much constructive legislation as any farm organization in this State. When its membership reached 100,000, so many factions developed and so many people began to use it for other purposes that it collapsed. Then too, you remember the Farmers Union, once powerful in this State. When it reached a membership of 40,000 it was destroyed.

Leaders Must Take Stand

Leadership of good quality is part of that rock on which I would build a great rural civilization. Too often the farm representatives in all branches of agriculture fail to stand up and be counted when farmers need their help in public policy. In the State Department of Agriculture, it is disappointing at times to hear some of the personnel say that they are concerned only with regulatory matters; to hear the Extension man say he is concerned only with educational matters; and to hear the research man say he is concerned only with research.

Where, oh where, are the men in government who will speak out—unafraid—on matters that affect the lives and welfare of our farm people?

Josiah Gilbert once prayed: "God, give us men. The time demands strong minds, great hearts, true faith and willing hands; men whom the lust of office does not kill; men whom the spoils of office cannot buy; men who possess opinions and a will; men who have honor; men who will not lie."

(Continued on Page 12)

FORESTRY IN THE FARM PROGRAM

By L. Y. BALLENTINE
North Carolina Commissioner
of Agriculture

ONE of the most encouraging developments in agriculture in recent years is that more and more farmers are learning to apply business methods to their farming practices. They are learning to look upon their farms as investments, to place a cash value on their labor and to figure their production costs just as a manufacturer would.

From a good set of books—not necessarily too complicated—a farmer can tell whether he is making or losing money in a particular crop or operation. With this information he can usually adjust his practices to get the most out of his labor and his land.

But I am afraid that mighty few farmers, even among those who keep farm records, figure the value of their woodlands and the possibilities they hold for regular income. If they did, they doubtless would take better care of them.

As I drive through the State I am happy to see more and more farm wood lots that evidently have been thinned in accordance with good forestry practices, and some worn-out, eroded fields that have been replanted in pine or other seedling trees.

It is a regrettable fact, however, that poorly managed and devastated woodlands are still too prevalent. We

are still prone to take our profit from trees when the price is good, regardless of whether the trees are ready for cutting. And we are inclined to let nature take its course in providing a new growth on the cut-over land.

The strange thing about it is that Nature will do a good job of it, if we will give her a fair chance. Trees, like grass, grow naturally in our soil and climate. I was interested to see the comment recently by the editor of the *Country Gentleman* that the South, after fighting grass for lo, these many generations, was finally learning to cooperate with Nature and had begun to take advantage of her bounty by growing grass.

We can do the same thing with trees. All we need to do is to use a little common sense and cooperate with Mother Nature instead of fighting her.

Perhaps we have looked upon forestry as something for scientific professional men to practice on large government holdings. Some foresters can explain various theories and practices of forestry management in high-sounding technical language. I was

glad to notice in the demonstration and discussion this morning, however, that farm forestry need not be complicated. It is merely the application of common sense principles to woodland management.

I am sure that every intelligent farmer would take better care of his woodlands if he fully realized what it could mean to him in dollars and cents. The Hilton Report, drawn up by a committee headed by Dean Hilton of State College as a Farm Program for North Carolina, clearly points to the opportunities our farmers have of increasing their income through good management of their forests.

“With reasonable protection from fire, insects, diseases, and from grazing in the Piedmont and Mountain sections,” says this report, “farm woods will produce an average stumpage income of \$3 per acre each year. The harvesting and marketing of forest products will provide a labor income of \$12 per acre”

With more than nine million acres, or about half of the state’s total farm land, in forests, the Hilton Committee figured that North Carolina farmers have a potential income in their woods of \$27,000,000 for stumpage plus \$108,000,000 as labor income.

That makes a total of \$135,000,000, which is about a third greater than the estimated value of our 1948 corn crop, and corn is one of our most important crops.

Our forest potential is even greater if we will replant with seedlings our idle and eroded land and the cut-over woodlands which now serve only as eyesores on our beautiful countryside. Besides the nine million acres in farm forests, there are two million additional acres of worn out crop land that should be in forests. And there are another two million acres of cut-over land in the State that should be planted or assisted in natural re-seeding.

The beauty about this opportunity for farm forest development is that the average farmer doesn’t need a lot of extra capital or labor to take advantage of it. He can do the work at his own choosing between crops and in off seasons and he already has the equipment he needs—an ax, a saw, a drag chain, and a good team or tractor.

Besides extra gainful employment and additional income, there are other benefits to be gained from good farm



Timber is a crop. We can grow it, harvest it, use it, and grow it again. More and more it is being recognized as a farm crop. Alert North Carolina farmers, realizing their opportunities for profit, are fast becoming tree farmers too, by managing and protecting their woodlands for continuous harvests of trees.

forest management. Well placed woodlands serve as wind breaks for growing crops and protect hillside land from erosion. Forests add to the beauty of the farm and afford cover for wild game.

In the aggregate, our forests are even more important. They temper the climate, prevent floods, assure waterpower for electricity, and provide the raw materials that keep many of our industries going.

In more than a figurative sense, we have been sawing off the limb on which we were sitting. We have been doing this as individuals and as a State. And we cannot continue to do it and prosper. You know and I know that cut-over land is well nigh worthless. It can't pay its way; it can't even pay its taxes.

It behooves all of us to apply business principles to woodland management. The day of exploiting our forests is just about over. We are learning now what peoples of Europe learned of necessity many generations ago—that forests must be protected and cultivated or they will be annihilated. I hope that we shall never find it necessary, as some foreign countries have, to resort to extreme control measures, so that we have to get permission from some government agent before we can chop down a tree. The best way to guard against such a possibility is to voluntarily care for our forests in such a way that a steady supply of wood will always be available in sufficient quantities to meet our needs.

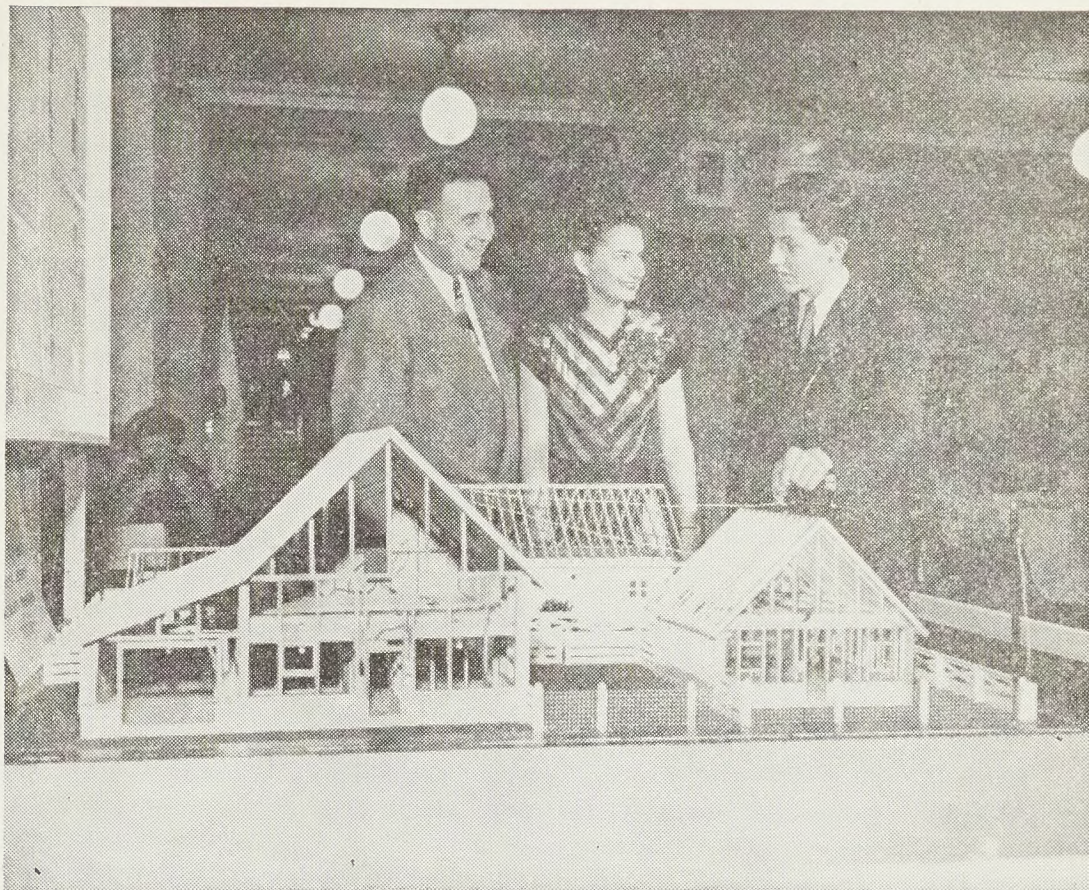
Let's cut our timber with an eye to continuous production. Let's look on trees as a crop. Let's treat our woodlands as a bank account and make regular deposits therein as well as withdrawals.

Conservation of our forests is a job for everyone, but the brunt of the burden rests on the farmer, for here in North Carolina nearly half of our forests belong to farmers. Only a little more than ten per cent of our timberland is in national or state forest preserves, and private industry owns less than that.

So it depends largely on the farmer as to whether we shall have a steady, continuing flow of logs for our sawmills, pulp wood for our paper plants, poles for our power and telephone lines, cross ties for our railroads, and posts for our own fences—to say nothing of fuel for our farm homes.

Let us remember that we owe an obligation to the next generation, an obligation to turn over to our sons and grandsons farms and forests as good or better than they were when they came into our hands.

Gerth With 4-H'ers Inspects Model Farm



During the 4-H Club Congress in Chicago on November 30, Jimmie Sutherland (right) of Windsor, Mo., gives Mr. Arthur Gerth and Miss Tommy Dale Mullins of Portales, New Mexico, a play-by-play description of the completely electrified model farm he built. 17-year-old Miss Mullins and Jimmie, 15, are national winners in the Westinghouse 4-H Better Methods Electric Contest, an honor that brings with it a \$200 scholarship. A total of six 4-H'ers shared that honor, in addition to a free trip to the National 4-H Congress. Mr. Gerth is head of Applications and Loans Division, REA, Washington, D. C. Tommy Mullins comes from a farm served by REA, and Jimmie has hopes that it won't be long before the Sutherland farm enjoys similar service.

N. C. Fertilizer Distributor Is Rotary International Officer

Sherwood L. Roberson, partner and manager of A. O. Roberson & Company, retail distributors of fertilizer in Robersonville, N. C., is serving as an officer of Rotary International, worldwide service organization, for the fiscal year 1948-49. As Governor of District 189, he is coordinating the activities of 37 Rotary Clubs in a portion of North Carolina. During his term of office, he will visit each of these Rotary Clubs to offer advice and assistance on Rotary service activities and administration.

Mr. Roberson has been engaged in fertilizer distribution since 1938. He is also a partner and manager of Roberson's Funeral Home, and is a member of the Executive Board of the Guaranty Bank and Trust Company in Robersonville. From 1936 to 1946, he served as Town Commissioner of Robersonville. He is a member of the North Carolina Merchants Association. A charter member of the Rotary Club of Robersonville, which was founded in 1936, he was President in 1938-39.

Rotary membership figures are today at an all-time high, with some 6,600 Rotary

Clubs in 80 countries having a membership of 320,000 business and professional executives. Exercising direct supervision over these Rotary Clubs in North, South and Central America, Europe, Asia, Africa, and the islands of the Pacific are 180 District Governors who were elected at Rotary's Convention in Rio de Janeiro, Brazil.

The activities of Rotary Clubs throughout the world are designed to help men enlarge their friendships, improve their communities, promote high standards in their businesses and professions, and to advance international understanding, good will and peace.

One of the current Rotary activities in the international field is the awarding of Rotary Foundation Fellowships which enable graduate students to study for one year in a country other than their own. In the last two years, 56 Fellowships have been awarded to students in Argentina, Australia, Belgium, Canada, China, Denmark, England, France, Honduras, Italy, Mexico, New Zealand, Northern Ireland, Palestine, and the U.S.A. Fellowship grants range from \$2,000 to \$4,000 each.

.. The Carolina Homemaker ..

By MISS YORK KIKER, *Home Economist*

Are you tired of scrambled eggs tasting the same old way? Just try the Mystery Chef's recipe to perk up the appetite.

Mystery Chef Scrambled Eggs

(This quantity will serve 4 persons,
or 3 persons liberally)

- 6 eggs
- 4 tablespoons cream or milk
- 1 tablespoon tomato catsup
- 1 tablespoon A 1 or Worcestershire sauce
- $\frac{1}{2}$ teaspoon celery salt
- $\frac{1}{2}$ teaspoon paprika
- 2 tablespoons butter

Place in a bowl all the ingredients, except the butter, and beat with a rotary egg beater until thoroughly combined. Then melt the butter in a clean frying pan and when it starts to bubble pour in the egg mixture. As soon as the egg begins to cook on the bottom of the pan, gently scrape the cooked egg off the bottom. Continue to scrape it slowly off the bottom of the pan until the whole mixture is of the exact consistency desired. Served at once on hot plates. Do not let the scrambled eggs stand in the frying pan or it will all cook solid. Serve with sausage or bacon baked in the oven and serve with hot baking powder biscuits or waffles.

Give your meals an extra "lift" with a salad. Perhaps one of these recipes will strike your fancy.

Cranberry Salad—No. 1

- 2 cups raw cranberries
- 1 small can crushed pineapple
- 1 orange
- 1 cup marshmallows
- $\frac{1}{2}$ cup sugar
- 1 package raspberry Jello
- 1 cup nuts

Put cranberries and oranges thru food chopper. Mix with other ingredients and allow to stand in sugar. Dissolve Jello in $1\frac{1}{2}$ cups hot water and then cool until beginning to congeal. Add other ingredients and put in molds. Serves 12.

Cranberry Salad No. 2

- 2 cups cranberries
- 1 cup sugar
- Juice 2 oranges
- 1 cup apples (chopped)
- 1 cup celery
- Juice 1 lemon
- 1 package jello
- $1\frac{1}{2}$ cups water
- 1 cup nuts (chopped)

Cook cranberries, sugar, orange and

lemon juice together until cranberries burst open. Dissolve jello in the boiling water then add to cranberry mixture and cool. Add celery, apples, and nuts. Mold and store in the refrigerator. Serve on lettuce.

Frozen Fruit Salad

- 1 package cream cheese
- $\frac{1}{2}$ cup mayonnaise
- 1 teaspoon lemon juice
- $1\frac{1}{2}$ to 2 bananas, sliced
- $\frac{1}{2}$ cup whipping cream
- $\frac{1}{2}$ cup whole seedless grapes or other grapes, halved and seeded
- $\frac{1}{2}$ teaspoon salt
- $\frac{1}{4}$ cup nut meats, broken

Thoroughly combine the cream cheese, mayonnaise, lemon juice and salt. Add fruits and nuts. Whip cream and fold in, as follows: With spoon cut down through the cream to bottom of bowl, then bring spoon along the bottom of bowl and up and over the cream, cutting down through it again. Continue until combined. Placed in tray and freeze 4 hours. Slice and serve on crisp lettuce leaves. This makes 6 servings.

Frozen Fruit Salad II

- 1 large can fruit cocktail
- 2 ripe bananas (chopped)
- 1 cup chopped marshmallows
- 1 cup whipping cream

- $\frac{1}{2}$ cup mayonnaise
- $\frac{1}{2}$ cup sugar
- Dash salt

Drain fruit cocktail. Whip cream, add sugar, fold in mayonnaise and fruits. Place in refrigerator tray and freeze. Food coloring may be added to tint salad to carry out a color scheme.

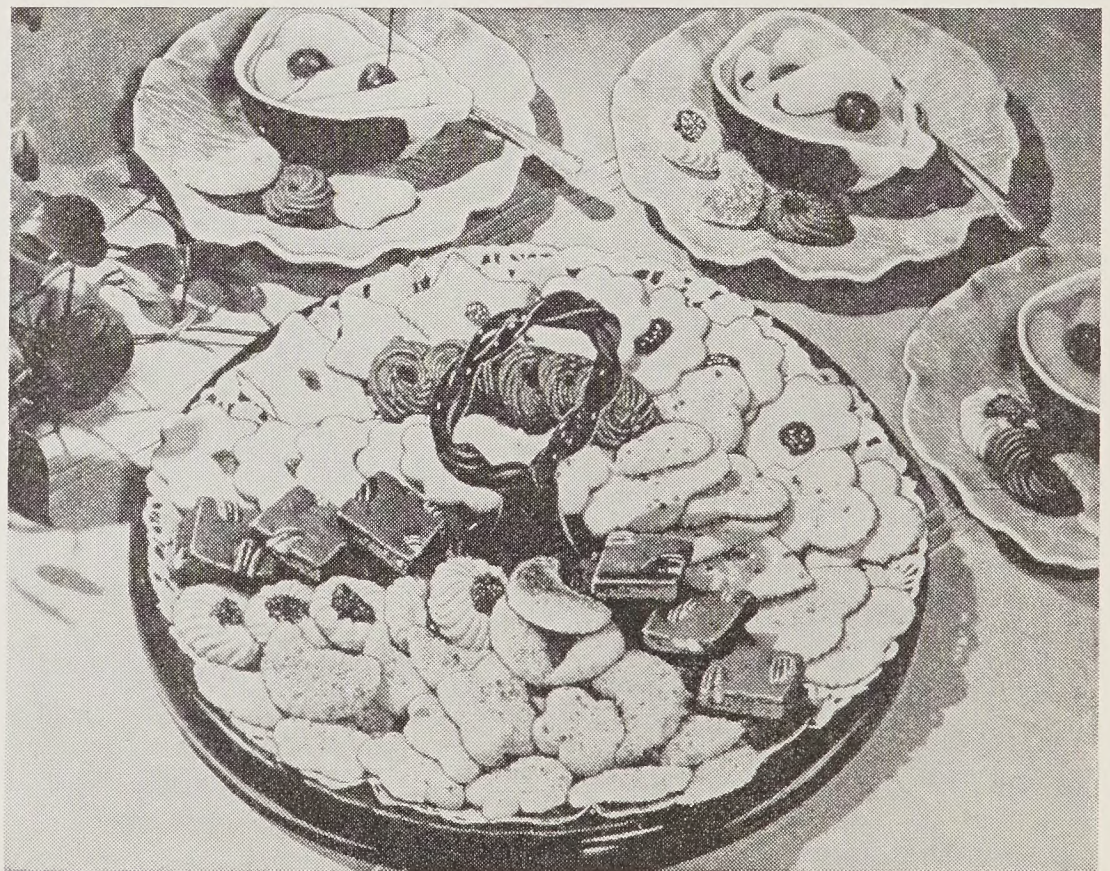
SUGAR COOKIES FOR FEBRUARY

Now that the season for post-holiday get-together is upon us, there's nothing better suited for tasty snacks than rich, delicious sugar cookies. Best of all, your Mixmaster can mix the batter in a jiffy, allowing you to prepare these appetizing cookies in record time. Try this recipe soon—it's a sure crowd pleaser!

PREPARATION: Assemble all ingredients and utensils needed. Have shortening or butter at room temperature. Grease cookie sheets. Sift flour once before measuring. Preheat oven to baking temperature.

INGREDIENTS: $3\frac{1}{4}$ cups sifted all purpose flour, 1 teaspoon soda, $\frac{1}{2}$ teaspoon salt, $\frac{1}{2}$ cup shortening or butter (soft), 1 cup sugar, 1 egg, unbeaten, 1 teaspoon vanilla, $\frac{1}{2}$ cup thick sour cream.

METHOD: Sift together flour, soda, and salt. Put shortening, sugar, egg and vanilla into large MIXMASTER bowl. Beat on No. 8 speed for about 2 minutes,



TASTY SUGAR COOKIES

scraping bowl while beating. Stop mixer. Add sour cream and sifted flour mixture. Beat on No. 1 speed only until well blended, scraping bowl while beating. Roll out on lightly floured surface to $\frac{1}{4}$ inch thickness. Cut, sprinkle with granulated sugar, place on cookie sheet. A large seeded raisin or a piece of candied cherry may be placed in the center of each cookie, or cookies may be sprinkled with colored decorating candy.

Bake: (425 degrees)—hot oven—about 12 minutes or until golden brown.

Note: The above recipe makes a soft cookie. For crisp cookies, wrap dough in wax paper and chill for a few hours in the refrigerator. Then roll as above.

ALMOND CRESCENTS

Mix together thoroughly 1 cup soft butter and $\frac{1}{2}$ cup sugar. Sift together and stir in $1\frac{3}{4}$ cups sifted flour, and $\frac{1}{4}$ teaspoon salt. Stir in $\frac{3}{4}$ cup ground blanched almonds.

Chill dough thoroughly. Roll into long rolls about the size of a pencil. Cut into $2\frac{1}{2}$ in. lengths. Pull ends around to form crescents. Place on ungreased baking sheets. Bake 14 to 16 minutes in slow moderate oven (325 degrees). Makes about 60 cookies.

JUST BEFORE SERVING

To make the flavor of canned citrus juice more like that of fresh juice many housewives have learned the simple device of pouring the chilled juice back and forth from one glass to another just before serving. This puts back into the juice the air which was removed during vacuum canning. Labels on some cans of citrus juice now carry this suggestion.

Adding air this way should never be done in advance, but always just before serving and with well chilled juice. Otherwise, the added air will have time to affect the Vitamin C in the juice by oxidation and this destroys some of its important nutritive value and its fine flavor as well. Because oxidation goes slower in the cold and also because cold juice absorbs air more readily, always have the juice chilled before pouring it back and forth.

Air is removed from citrus juice in commercial canning so that as the juice stands in the can, its vitamin C value and flavor will not be damaged by oxidation.

STARCH ON THE IRON

Starched clothes are indirectly to blame for scars on many a hand iron. When starch sticks and scorches on the hot iron, there's a temptation to scratch it off with a knife or any other sharp utensil handy. The results is likely to be permanent scratches on the plate of the iron. Once scratched the iron may catch on fabrics and pull threads.

New Push-Button Electric Range



This revolutionary new electric range, operated by push buttons, is being produced by Hotpoint Inc. In addition to the innovation in cooking control, there are 40 new features which give the homemaker unprecedented automatic performance at the touch of a button. Behind each button is a "talking color" light—red, yellow, violet, green and blue—to identify at a glance the five different heat settings for the four surface units and oven. The new range also has rounded interior oven corners for easier cleaning, greater storage space, new timer clock, 36-inch fluorescent lamp to light cooking surface, high speed Calrod surface units, oven signal lights, electric time measure, and finger-tip ball bearing drawers with locked stop. The new range comes with two full size ovens, or in a single oven model.

There are several simple ways to remove starch without damage to the iron. If the iron is hot, do it this way: Shake salt on a piece of paper and rub the iron back and forth over the salt until the starch rubs off.

From a cool iron starch may be removed by scouring with very fine steel wool or with a moist cloth dipped in fine scouring powder. Sometimes just rubbing with a moist cloth will do the job.

As a prevention against sticking starch, rub a little beeswax or paraffin frequently over the hot surface of the iron. Well-cooked starch is less likely to stick than starch which is not thoroughly cooked, so it pays to prepare it carefully. A wax preparation to add when making up starch is on the market which helps prevent sticking and makes ironing easier. Some experienced housewives believe that adding salt to the starch mixture helps keep it from sticking, perhaps because the salt raises the temperature of the mixture and thus aids thorough cooking.

MUD MARKS

Mud is a familiar problem in most households—muddy shoes, mud-stained clothes and mud on rugs and floors. The following suggestions may prove helpful:

Shoes. Even though dry mud comes off shoes more easily than wet mud, special-

ists advise against the common practice of letting it dry on before brushing it off. Mud stains leather, and the longer it stays on, the worse the stain is likely to be. Scrape off moist mud as promptly as possible and then wipe the leather clean with a soft cloth. Let shoes dry slowly and then repolish. Mud should be wiped off leather gloves promptly.

Clothes. Scraping wet mud off clothes is likely to spread and rub it into the fabric, thus leaving a larger stain. Therefore, let it dry, then brush well, and sponge with clear water. Sponging with alcohol will help remove any last traces of stain. On colored material or acetate rayon, dilute the alcohol with water, using twice as much alcohol as water. Washable clothes should be soaked first in clear lukewarm water, and then washed with soap.

Rugs. Scrape off as much of the wet mud as possible with the dull side of a knife. Allow the rest to dry and then brush off. If a stain remains, sponge with a damp cloth, providing the rug is of the type which can take moisture. (Water removes the twist from the pile of some rugs.)

Floors. Wipe up mud promptly with a damp cloth and apply wax if the floor is waxed.

MAINTAINING THE EFFICIENCY OF A FARM ELECTRIC WATER SYSTEM



Humans and animals alike require an ample supply of pure, clean water.

A certain amount of routine care is essential to insure the continued and proper functioning of an electric water system and to avoid the possibility of breakdowns which involve the replacement of costly materials. If you live where the temperature seldom, if ever, drops to freezing, or if the pump, motor and tank are located indoors in a heated building, about all that is necessary is to keep the moving parts free from dust and dirt and to lubricate them in strict accordance with the manufacturers' instructions.

If low temperatures are regularly experienced, and either of the power units is outdoors or in an unheated structure, heavy summer oils and greases should be replaced by light lubricants in the winter and vice versa. With the coming of cold weather, exposed moving parts should be washed with kerosene (to remove gummed oil) and then coated with light oil. Heavy oil only need be added with the coming of warm weather.

Unless the pumps and pipes (and the pneumatic tank, if one is used) are fully protected or set below the frost line, it will be necessary to drain the system whenever there is danger of freezing weather. In the southern part of the United States, 10 inches of dirt over the pipes usually is sufficient. Farther north, 24 inches is required while near the Canadian line 3 to 6 feet is a necessity. It also should be pointed out that, unless the water flows continuously, stop and waste valves should be installed on all lines leading to watering troughs, drinking cups and other exposed locations.

The stuffing box or other packing merits special care. It occasionally is necessary

to tighten the packing nut or gland to reduce leakage, but excessive tightening should be avoided to prevent scoring of the piston rod and, perhaps, overloading of the motor.

Every unusual noise in the pump, motor or other part of the system should be investigated immediately. Unless he is an experienced mechanic and electrician, the farmer should not attempt to locate and correct the defect himself but should call in his service or repair man.

Central Carolina Breeders Organize

Hereford breeders of Central North Carolina formed an organization known as the Central Carolina Hereford Breeders Association at a meeting November 22 at Winston-Salem and elected C. A. Swaney as president. P. H. Hanes, Jr., was named vice-president and W. B. Plyler secretary-treasurer.

Plans are under consideration for the employment of a field man to serve the association. Objectives of the association are the promotion of better breeding, better markets and service to the membership.

Electric lamps have been designed to kill disease germs in the air by indirect radiation, and they also will kill molds and fungi on surfaces or in liquids by direct radiation.

* * *

Electric milking machines and cream separators save the dairyman many hours of hard work.

North Carolina and Progress

(Continued from Page 7)

Rural Schools

And now just a word about our rural schools. All over the country there is a serious shortage of well-trained teachers. This situation, even if it improves soon, will be reflected for many years in the training of our children. Nowhere is this problem more acute than in the rural schools. Our rural schools have lost good teachers who left the profession for more decent pay in other work. And our country schools have lost good teachers to those cities that supplement the regular State pay. Our rural communities should take steps at once to make teaching in their schools more attractive. This does not necessarily imply adding to their regular State salaries. There are a number of other ways in which we can attract and keep good teachers in our country schools. We can give our teachers the friendliness, hospitality and co-operation that they so richly deserve. We can refrain from practically enforcing them to participate in activities, after school hours, in which they have no interest. We can stop the petty restrictions and taboos that we are prone to throw around our teachers. We can welcome them into community activities in which they *want* to participate. We can cooperate with them through our parent-teacher associations and give them our fullest backing as they carry out their school duties.

Consideration for Teachers

We should see to it that teachers coming into our communities get good rooms, in good homes, with good board—all at reasonable cost. It is not necessary to try to make money off the teachers—you'll get your rewards from the better training your children will receive from competent teachers who are happy in their work. If your community has a teacherage, see to it that the teacherage is well-kept and well-furnished. See to it that it is a cheerful place to live, and visit it often. And when you go, don't just talk shop. The teacher gets enough of that during the school hours. In short, just plain everyday thoughtfulness will help a lot to attract good teachers to our rural schools.

Above all, we must treat them as fellow-humans, as men and women just like ourselves, who like to be treated as normal men and women and not be imposed on merely because

they are public school teachers. Our teachers are engaged in one of the noblest enterprises of mankind—the training of our boys and girls. There is no more responsible job in the world. We must never forget this in dealing with our teachers.

Improve the Rural Church

And above all, let us bring forward the power and influence of the rural church to that eminent position it once held. From a physical standpoint, the rural church has made practically no progress in the last 50 years. No part of the rural community is more important than the church. Research has proved, and we all know it to be true, that wherever you see a good rural church, there you will see a prosperous farming community. And on the other hand, wherever the rural church is rundown and dying on the vine, so to speak, you will find a farming community that is run down at the heels. In too many instances we have allowed the rural churches to decline both in architectural and spiritual effectiveness. The influence of rural churches is felt throughout the world. We must see that this influence is not permitted to lose its strength, but is broadened and made stronger in every way possible. We cannot do this with rundown country churches and careless church membership.

Most of our Protestant ministers are coming out of the rural churches. If I could do one great thing for the South and for North Carolina, I would send forth an educated ministry consecrated to the development of our rural youth—men who live among their people and make their life his life.

Train Youth Right

According to the Federal Bureau of Investigation, crime in urban areas increased over seven per cent in 1946 as compared with the previous year. In rural areas, crime increased 14 per cent. The lack of moral and spiritual training will be very noticeable in our State in another 25 years. We must not forget that the majority of the leadership in our cities and towns are country boys and girls—that capable people continue to move in large numbers to where they have greater opportunities.

Then what kind of boy or girl will we send forth? We need to train our people to a great appreciation of the Bible and its principles of fairness and justice. We need men and women who will proclaim and stand steadfast in those things that make for a great, courageous, progressive people. We must live in peace and harmony

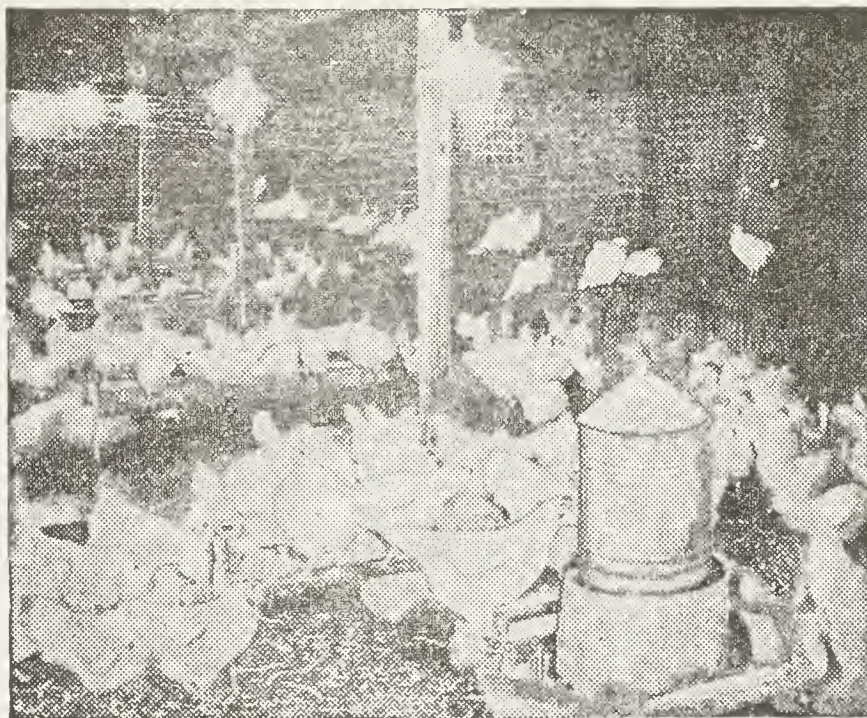
in our own community if we expect county, State, national and international government to succeed. This is the responsibility of the rural church.

These are the rocks on which I would build a great rural civilization. I say to you that the goal outlined here is worthy of your whole-hearted support. It is not a selfish program. What we do for ourselves will benefit the entire State. There is no truer

saying than “What helps the farmer helps everybody.”

With a farm income on a par with the rest of society; with good health facilities, good roads, electricity, telephones, a revived country church program and improved rural schools—with these firmly fixed in our rural life, we can stand as a bulwark against the breakdowns that may occur in our State economy or its moral structure.

LIGHTING IN POULTRY HOUSES WILL INCREASE EGG PRODUCTION



**By IRA MILLER
Farm Electrification Bureau**

Every farmer now using electricity knows that it helps him produce more at a lower cost and with less work.

Lighting—for increased egg production—is only one use of electricity in connection with poultry raising. Some other uses include heating brooders, pumping and warming water, mixing feed, ventilation and cooling and storing eggs and poultry. However, especially important in these times, electric lights in the poultry house during fall and winter months will result in more eggs. Laying hens require about thirteen hours of light per day to give maximum production. This average can be maintained during the period of short days only by using artificial lighting.

An early morning lighting schedule seems to be the general practice, with an automatic time switch to turn the lights on and off. A 40-watt bulb in a shallow reflector for each 200 square feet of floor space gives good results. Lights should be hung high enough to light all roosts.

It is important to have lights used regularly and at the same hours daily,

with any change in the lighting schedule made gradually as day-light grows shorter or longer. Be sure to keep bulbs and reflectors clean. This small amount of maintenance, plus replacement of burned-out bulbs, is all that is required.

There is another essential job for electricity in the poultry house. An adequate supply of warm water—about 50 to 55 degrees—is a necessity in the winter months and also serves to increase egg production. Electric heaters provide a safe, efficient and inexpensive method of heating water—an immersion heater with thermostat control being the most generally accepted method.

Many poultrymen have found that ultra-violet lamps boost poultry profits by promoting animal growth and health.

Through the use of artificial lighting and an adequate and regular supply of water at the proper temperature it will be possible to realize a net gain in income of about 50 cents per hen per year—and frequently more than that.

Safe electric service makes it possible for you to increase production, improve quality, save time and increase profits. You can make electricity your strongest and most versatile ally.

WHAT DOES 1949 HOLD FOR THE FARMER?

By G. H. SINGLETON
General Manager
Wake Farmers Cooperative, Inc.

Now that the presidential election is over, we can start guessing what is in store for 1949 and we can be just as wrong about 1949 as most of the predictions were about who would win the election last November.

Farm support prices will no doubt be changed by the Congress which convened in January. However, the 90% of parity support price for most basic commodities such as corn, oats, rice, cotton, tobacco, wheat, poultry, hogs, milk, eggs and others will be continued for 1949. The Farm Bureau at its Annual Convention in Atlantic City is pressing for a 90% support price after 1949. (It is difficult to keep up with all this new proposed legislation.)

Farmers, therefore, must have strong organizations with well trained men who know farming and who think and act in the interest of and for farmers. Why should any other group be more interested in the farmer than the farmer himself? In prosperous times farmers tend to get lax in support of their organizations. But this should be the other way around and while farmers are having good years their organizations, like the Grange and Farm Bureau, should be built stronger than ever. A good way to do this is through community meetings and discussions of their programs.

From a feeders viewpoint, there is an abundant supply of all grains and plant proteins. All major crops have a near record yield this year. Animal proteins are, and will continue for some time, in short supply. Feed prices are not expected to advance much, if any, until prospects for 1949 crops are known. Corn will likely move higher until support price is reached.

Poultry, eggs, milk, and meat will probably move down in price as supplies increase. Even though this occurs, with lower feeding costs, these will still remain profitable items for growers in Wake County. As long as we are in a deficit area efficient livestock producers will continue to make money here. Size of units need to be increased. There can be only limited profit on 100 hens or 500 broilers irrespective of good management.

Fertilizers are in good supply, with the exception of nitrogen which will not be plentiful. It will be wise to buy your fertilizer early so as to be sure of getting what you need. Farm seeds, for this area, with the exception of alfalfa, are plentiful and not too high. Some pasture grasses are scarce.

Although farmers have been reasonably prosperous for the past few years they have deserved it to make up for the many disastrous years of the thirties, and even

before. They are also entitled to more good years in order to make a good average, which is what counts for any industry. No one would want to put his money in any business if he thought that it would pay for only a few years.

Columbus County Gets Leaf Research Farm

A new research farm which will specialize in studying problems of Border Belt tobacco growers is now being established in Columbus County, announced Dr. R. W. Cummings, associate director of the North Carolina Agricultural Experiment Station.

Cecil G. Smith, 1948 graduate of State College, has been named active supervisor of the farm, which is located six miles northeast of Whiteville on land leased from Billy Hooks. Smith, who has spent the past six months at the Oxford Station in training for the assignment, will make his home in Whiteville.

He will work in collaboration with the technical staff in Raleigh and Oxford. W. T. Grimsley has been employed as a tenant and has already been located on the farm.

Dr. W. E. Colwell, in charge of the Experiment station's tobacco research program, said the Hooks farm was chosen because it has soils and growing conditions representatives of those in the tobacco-growing sections of Columbus, Robeson, and Bladen Counties.

The immediate work at the farm, Dr. Colwell stated, will emphasize variety testing, with particular attention to be given to fusarium wilt and other leaf diseases. Workers will attempt to develop varieties with combination resistance to fusarium wilt, Granville wilt, and black shank.

Also planned are fertilization studies with a view of improving the quality of tobacco produced, and studies in land management, particularly crop rotations, spacing, topping, suckering, and insect control.

The Whiteville farm is not intended to be another Oxford. It will probably remain small, since its purpose is to provide a location typical of the Border Belt area, Dr. Colwell said.

Two similar farms, one located near Greenville in Pitt County and the other near Rural Hall in Forsyth County, were put into operation a year ago.

If your electric range oven needs a real cleaning here's a tip: Take out the heating elements and racks, swab down the oven lining with a cloth or paper towel saturated with household ammonia, close the oven door with the ammonia-soaked swab still in the oven, let stand overnight and clean as usual the next day.

Clipping Cows Helps Dairymen Produce Better Milk

"Clipping the Dairy herd when it is brought into the barn for the winter will make it much easier to produce higher quality milk," says Lester Legrid, of the Dairy Division, Wisconsin State Department of Agriculture.

"As cold weather approaches, a cow's hair grows longer and thicker," Legrid said. "When they are kept in the stable, dust and bedding will stick to the long hair on her flanks, udder and tail. Clipping cuts down the labor needed to keep the cow clean, reduces the sediment rate in milk, lowers the bacteria count and increases keeping quality."

"Caring for the dairy cows is one of the major parts of the winter work on

the dairy farm" he continued, "and the careful dairyman tries to take advantage of every step which will reduce the time needed for these chores. It takes only a



few minutes to clip a dairy cow, but when this is done, it greatly reduces the time needed to get the cow ready for milking."

"Even when the cows are neatly clipped, they should still be carefully brushed and the udders washed with warm water and chlorine solution just before milking," Legrid said.

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Acme Tractor Salvage Co.
Lincoln, Nebraska

Good Hay Worth 60 Per Cent As Much as Grain

By G. A. WILLIAMS

Extension Dairyman, Purdue University

Roughages are the ideal feed for dairy cattle. Pasture in abundance outranks all other feeds. Unfortunately, many herds are deprived of this feed for six months or more every year. It is the problem of the successful dairymen to provide substitutes which maintain the milking herd as nearly as possible at the grass level during the no-pasture period.

For the owners of the larger herds, silage made from some suitable crop such as corn, sorghum, or a legume, either with or without a grass mixture, improves the winter ration. But what of the small herd owner? He must depend on hay. The more silage and hay the herd consumes, provided they are of high quality, the less concentrates will be needed and the lower the feed cost will be.

A cow requires feed to maintain her body, develop her calf, and produce milk. Because she is a ruminant and can make very efficient use of roughage, all of the feed she requires to maintain her body should come from roughage. If pasture, silage, or hay are of good quality, two gallons of milk may be produced without the feeding of any concentrates. Only when the quality of the roughages is poor, the supply limited, or the daily milk production maintained at a high level, are concentrates required. Even then the amounts fed need not be as large as some dairymen use.

Twenty-one herds tested in one central Indiana dairy herds improvement association during 1947 were grouped according to the total digestible nutrients secured during the no-pasture season from concentrates. This was compared with the amounts furnished by hay and silage. The data showed that grain furnished more than 40 per cent in two herds and between 30 and 40 per cent in fourteen herds. On only five farms did the study indicate that less than 30 per cent of the total nutrients consumed were derived from grain and protein supplement. The barn feeding period in these herds lasted six or seven months.

When there is plenty of choice quality legume hay available, results have shown that a 400-lb. fat production level can be secured when this roughage furnishes 75 per cent of the nutrients in the ration.

It is well to keep in mind that 100 pounds of good quality legume hay is worth 60 per cent of concentrates. Many dairymen can increase the hay consump-

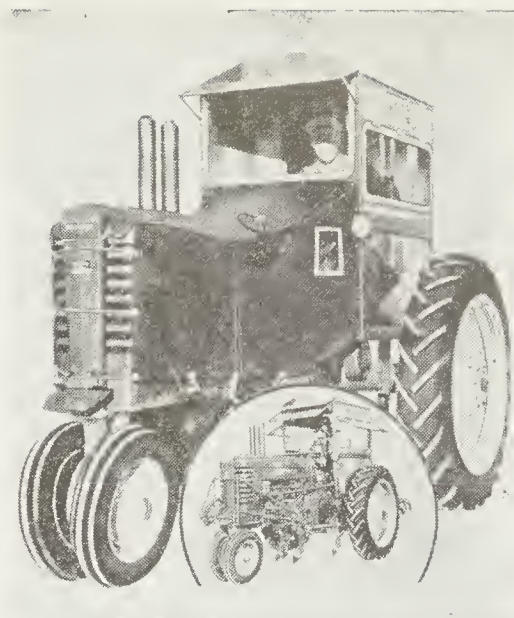
tion, thus reducing the daily grain allowance without any loss in production. Feed costs will be lower, income above feed cost will increase, and, in some cases, udder troubles will diminish. Nature patterned the cow after a hay mow more closely than a grain elevator.

Wool Support Prices For 1949 Are Announced

The U. S. Department of Agriculture has announced a 1949 wool price support program with a price schedule that will provide a national average wool price to growers of slightly more than 42 cents a pound, grease basis. This will approximate the 1948 wool price support level.

Wool prices will be supported by purchases, and the program will apply to all types and grades of shorn and pulled wool produced in the United States and territories. The program will run from January 1 thru December 31, 1949. The program will be operated in 1949, as in 1948, under agreements with handlers who act as purchasing and selling agents for the Commodity Credit Corporation.

In the 1949 program, changes from the 1948 purchase prices have been made for certain grades and types of shorn and pulled wool. In making these changes, consideration was given to the relationship between purchase and sales prices and to the encouragement of preparation for market that puts wool into the most readily merchantable condition. Reductions are made in the least desirable types and compensating increases are made in the more desirable types from the standpoint of the past season's market demand.



New Cab For Tractor

The tractorkab built for tractor operators using mounted equipment is now in production by the Automatic Equipment Manufacturing Company of Pender, Nebraska.

Automatic engineers declare this new straight-sided kab is particularly adaptable for row crop farmers, who utilize such mounted equipment as cultivators and sprayers.

Operators will find the new kab roomy, engineers said, for it features a floor area 42" by 47". They cited its durability in every respect, and pointed out its sturdy, aluminum T-frame and rubber-mounted, shatterproof windows.

In recent years, Automatic tractorkabs have gained international use as a weapon against cold or inclement weather. Agricultural authorities report that farmers equipped with tractorkabs increase their outside working days in an unprecedented position of safety.

Joined by medical authorities, they emphasize benefits of the automatic tractorkabs on the basis of human conservation. Protected in the weatherproof kab, farmers are not exposed to constant weather factors which result in colds and flu.

Rose's 5-10-25¢ Stores, Inc.

A Southern Company by Southern Men

OPERATING 126 STORES
IN FIVE SOUTHERN STATES

You Are Dealing With Home People When You Trade at
ROSE'S 5-10-25c STORES

WHAT IS THE BEST MARKET POTATO?

By TRIENAH MEYERS

U. S. Bureau of Agricultural Economics

Agricultural over-production has not been in the headlines much for some time. Full employment and high incomes in the United States and critical needs abroad have kept demand for food so strong that farmers have been able to sell most of their products at prices much higher than before the war. There have been a few exceptions, however. One of the most important is potatoes.

Unlike many other food products, consumption of potatoes per person has continued its long-time downward trend. Although the acreage planted to potatoes has been declining, yields per acre have increased. Postwar crops have been as large or larger than in most years before 1942.

BETTER FARMING PRACTICES

Good weather has helped potato farmers raise output per acre. However, shifts from lower yielding to higher yielding land within potato growing areas have been more important. In addition, increased use of fertilizer, better insect control and other practices helped raise yields.

While nature and science combined to produce big yields, the "floor" under

potato prices helped protect farmers against severe declines. Purchases for price support were made in 1946, 1947 and 1948.

Many phases of the potato problem are being studied. In the laboratories, scientists are conducting experiments to produce varieties of potatoes more acceptable to consumers. Ways of using more potatoes for industrial products are being investigated.

Scientists also are digging into other important parts of the problem—the marketing and consumption of potatoes. The facts they will find should do much to help us meet the difficulties we are having with potatoes.

One of these studies recently was made by the Bureau of Agricultural Economics under the Research and Marketing Act. It was designed to find out what homemakers like and dislike about the potatoes they buy for their families. The information was obtained from more than 3,000 housewives living in towns with a population of 2,500 or more. It will be useful to producers and distributors and will provide a base for further research.

MAJOR FINDINGS

The major findings in the potato preference study include:

Size of potato: Most homemakers say that they usually buy medium-sized potatoes, chiefly because (1) they are the right size for judging portions; (2) they are easier to handle; and (3) they can be used for several kinds of cooking. Only a fourth ever buy small-sized potatoes just by themselves. Main reasons why housewives don't buy them are that they take too much time to prepare and too much is wasted in peeling. However, about a third of the homemakers said they would buy more small potatoes if the price were reduced.

More than a third of the homemakers said they sometimes buy large potatoes; chiefly for baking.

Outside Characteristics: Homemakers look for three or four specific external characteristics when they buy potatoes. They most frequently mention "smooth skin," "clean surface," "few eyes or dents," and "no spots or blemishes."

ALL-PURPOSE TYPE POPULAR

Cooking qualities: Almost 9 in 10 of the housewives buy only an all-purpose potato plus one special-purpose potato. The special purpose potato is usually baked. Qualities stressed by homemakers for the all-purpose potato: it should cook up mealy; it should not fall apart in cook-

ing; and it should cook up evenly and soft throughout.

Cooking habits: Nine out of ten homemakers served potatoes at least once during the week before they were interviewed and the average number of servings was four. During that week, people in the households surveyed ate an average of 3 pounds of potatoes per person. Mashed potatoes are served most often. Next in order are boiled, fried, baked and creamed.

USE SUBSTITUTES

Potato substitutes: About three-fourths of the homemakers said they sometimes use other foods as substitutes for potatoes. Those in the North said they most often use cereal pastes such as spaghetti, macaroni, and noodles. Rice was second and the beans-peas-lentils group third. Homemakers in the South mentioned rice first, cereal pastes second and the grits-corn meal-mush group third. Contrary to expectations, sweet potatoes were reported as a substitute by only 10 percent in the North and 16 percent in the South.

Use of potatoes: Six in ten homemakers said they include potatoes in their meals because their families like them, and that they serve potatoes about as often as their families like to eat them. Only a few know that potatoes have any food value other than starch.

Brand packaged potatoes: More than half of the homemakers buy potatoes loose out of the bin usually 5 pounds or less at a time. Those who buy packaged potatoes usually take 10 or 15 pounds at a time.

Graded potatoes: While over half of the homemakers said they had heard of potato grades, most had only a general idea what they meant. Those who had heard of grades never noticed markings on the bins, though a few had noticed them on bags or packages.

Storage problems: Most homemakers bought enough potatoes at one time to last a week and they usually stored them in the kitchen. Three out of four said that at some time they had bought potatoes which were so bad they had to be thrown away.

QUALITY MOST IMPORTANT

Processed potatoes: Potato chips are used by most homemakers at some time or other and are most often served for parties, snacks and picnics. Nearly half of the homemakers had never heard of canned boiled potatoes, frozen French fries or potato flour.

Price, size, and quality: Homemakers say that quality is most important to homemakers when they buy potatoes. Size is mentioned or indicated to be second in importance and price third. Lower income buyers seem to be slightly more concerned about prices than the upper income group.

OUR OWN TELEPHONE QUIZ

*Here in America We Have
ONE TELEPHONE
FOR EVERY FIVE
PERSONS*

What would you guess the number to be for Great Britain . . . France . . . Spain . . . Russia?

The Answers Are:

Great Britain . . .

1 telephone for 12 persons

France . . .

1 telephone for 21 persons

Spain . . .

1 telephone for 62 persons

Russia . . .

1 telephone for 125 persons

This is another powerful example of how much more good the American economic system does for us than any other system does for any other people.

The Independent Telephone Industry is proud to play its vital part in furnishing this service which contributes so much to our American standard of living—the highest the world has ever known.

**Carolina Telephone and
Telegraph Company**

Labor Savers on the Farm

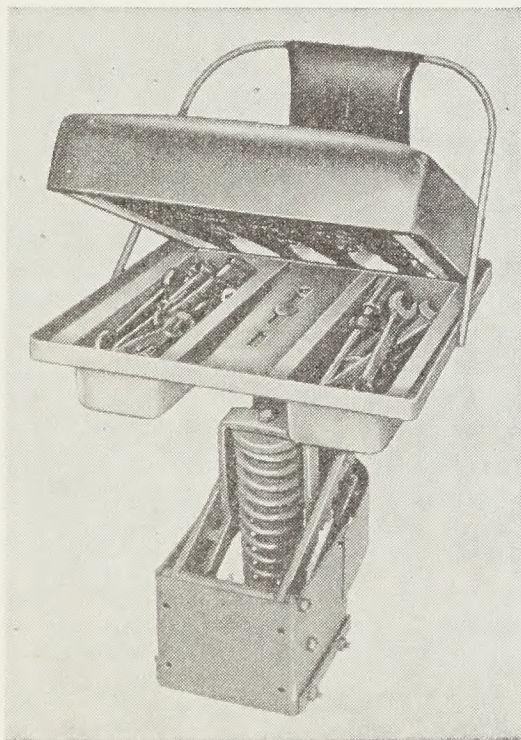
A Department Devoted to the Introduction of New Items and Appliances

Twin Tool Boxes

Both novel and useful are the portable twin boxes just announced by Knoedler Manufacturers, Inc. — farm equipment builders of Streator, Illinois.

The tool boxes are constructed for use with the FLOW-TING hydraulic upholstered tractor seat manufactured by the Knoedler company for the past several years. Each box is cold drawn from 18-gauge steel and fits snugly into the cushion seat frame. No bolts are required, so the tool boxes are easily removed simply by raising the seat cushion. The cushion itself protects the tools and prevents them from bouncing out.

"We believe these are the most practical and economical tool boxes ever manufactured," said Mr. Robert L. Knoedler in announcing the new product. "Their simple design gives surprisingly large tool capacity—even a grease gun can be carried by letting its end protrude through one of the punched-out holes in the end of the box. These boxes will easily carry all of the tools ordinarily needed for tractor and implement repair in the field. Since the



boxes can be carried right to where the work is being done, it saves running back and forth for additional tools—and helps reduce the chance of forgetting tools and letting them lay in the field. Their cost is so low that we believe these tool boxes represent a real value for every farmer owning a hydraulic upholstered FLOW-TING tractor seat."

Under That Washday Sun!

Here's a housewife who's pretty happy over her new clothes prop—the first adjustable aluminum prop produced. This newest aid toward easier washdays weighs only 17 ounces . . . and can be extended to any length between 4½ and 8 feet. Just announced by the New Holland Metals Co., Mountville, Pa., the Aluma-Prop is made of satin-finish aluminum seamless tubing



which can be left outdoors in any weather. Inset upper right: slotted rubber grip holds wire, rope or plastic line securely in high wind; Insets at lower left show: Top—a twist of the wrist locks and unlocks exclusive feature permitting easy adjustment to desired prop length; Bottom—solid tip prevents slippage on any surface.

New Fire Retardant Paint

Said to mark one of the greatest safety steps in the past twenty-five years, a new fire retardant paint is announced which brings great added protection to all manner of farm buildings and installations.

Called FYRE-RETARDANT PAINT (F.R.P.), this astounding product is the culmination of many years of continuous experimenting and the direct result of a sensational chemical discovery.

Inflammable materials painted with F.R.P. become practically fireproof. Farmhouses, barns, and other wooden structures may now receive amazing protection against fire by this marvelous coverage,

F.R.P. is applied like ordinary paint, with brush or spray. One coat is sufficient. It comes ready mixed and ready for immediate application. One gallon will cover 500 square feet. It is available in Exterior, Interior gloss and Interior Flat. The gloss spreads into a beautiful, even



lustrous surface that takes a high polish. Its fire retardant qualities are actually augmented with age.

F.R.P. has an oil base, not water. Thus, any desired color or tone may be produced by using oil tints.

Ideal for protecting farm house attic rooms. No particular experience is necessary to apply F.R.P. It provides new security which should be greeted with tremendous welcome by all those eager to promote safety on the farm.

Heater Gives Farmers Two Crops a Year

A device developed at Michigan State College is expected to protect farmers from huge losses from frost.

It may also make it possible to grow two truck crops a season in areas where only one could be grown before.

Utilizing infra-red rays, the device applies deep heat on the same principle as physical therapy. Kerosene pumped into the combustion chamber from drums on the ground generates heat up to 1,500 degrees.

Radiant energy flows to nearby crops and rays are reflected to outlying vegetation. One unit protects an average of about an acre.

The device has given adequate protection without a single failure in experimental tests in hundreds of fields in ten states, and is now being distributed in North Carolina.

Cooperating with the College, the Detroit Board of Commerce Agricultural Committee arranged for production of the unit, to be called Frostguard, by the Evans Products Company, in Plymouth, Michigan.

ACROSS THE EDITOR'S DESK

Ready, Willing and Able

At a recent meeting of your North Carolina Rural Electric Cooperative Association, composed of managers and directors of North Carolina REA Cooperatives, THE CAROLINA FARMER was adopted as the official organ. This means that the members of REA Cooperatives in North Carolina now have a magazine of their very own.

Your magazine is dedicated to the purpose of publishing information of interest and value to REA members and will act as the voice of REA in North Carolina. The state association has appointed a committee of seven managers from various REA cooperatives throughout the state to work with the editors in an effort to bring to the members the kind of magazine that is most needed and wanted by those who will read it.

Over 20,000 REA Farm Families Now Receive The Carolina Farmer

The first issue of your new official organ was mailed in January and this is the second. THE CAROLINA FARMER is a monthly magazine and should be delivered to your home around the 10th of each month. With this issue, more than 20,000 REA farm families have been placed on our mailing list as a result of action taken by the boards of directors of several cooperatives who wish to further serve their members by providing a means for the exchange of ideas toward the end that the members shall always be fully informed regarding the function of their business.

The farmers of North Carolina fought hard to obtain the cooperative electrification program that we now have. Our growth has been rapid and we have already doubled and tripled the predicted top power use demands . . . but the job is little more than half finished. Many thousands of farm homes in North Carolina are still without the blessings of electric lights and electric power to lighten the burdens of farm chores. These people have no place to turn except to REA-financed cooperatives for help. These cooperatives, you may rest assured, with the help of a well informed membership, will not fail them. It makes your editors feel mighty proud to be a part of a program that can be such a blessing to so many people and we are determined to do our part.

We Must Have Your Help

It has been said that the biggest factor in the possible failure of an Electrical Cooperative is having a membership that is uninformed as to its function and the responsibility of the membership. Unlike

a private corporation, your cooperative is owned by YOU and cannot succeed without your UNDERSTANDING and HELP.

THE CAROLINA FARMER has undertaken the job of keeping you informed, not only as to the function of your individual cooperative, but will provide information and suggestions regarding the best methods of using your electric power. In order

How Can I Help To Make Our Electric Co-op A Successful Community Enterprise?

By taking an active part in building it up. If you consider the amount of money that is invested in your co-op system, you will realize the importance of choosing the most capable and public-spirited people to whom to entrust such a big co-op business. Making sure of good directors or trustees is one of the greatest responsibilities of the members.

You should make good use of this electric servant that can do many things for you cheaply and efficiently. You should tell your neighbors of the saving in labor, money and time and of the new pleasures you are getting from the use of electricity, so that they too will understand its value and begin to enrich their lives by its use. It is only through widespread and plentiful use that the fullest benefit of electricity can be realized. The more it is used, the less it costs.

If your co-op uses the postcard system of meter reading, be sure to read your meter on the same day each month and mail your meter card promptly. And if yours is one of the number of REA co-ops whose members even make out their own bills, make sure to figure the amount correctly so as to save extra work at the co-op office. Try to have the money for your electric bill ready in advance so that you can pay the bill without delay. This will help your co-op and save you money and trouble.

Think and act like a real cooperator. If you and your fellow members understand the meaning of cooperation and work with your board and your management in a truly cooperative spirit, your combined efforts will be repaid by the benefits that result when people work together.

to do our job well, it is necessary that we send you a magazine each month that will be interesting enough for you to read from cover to cover. In this respect we are badly in need of your help.

We want to tailor your magazine to your desires and we cannot do this unless you tell us what you want. *Why not look through this issue again and jot down a few suggestions for improving it to suit you?*

It may be that you will want more information on power use, new electrical gadgets, recipes, patterns for dresses, workshop hints, construction plans and suggestions, more livestock information, information on the cultivation of cotton, tobacco, etc.; or perhaps you have a story that you think might be of interest to other readers.

Regardless of what your suggestions are, won't you please drop us a line (a post card will do) and let us know? We want desperately to do a good job for you — so PLEASE LET US HEAR FROM YOU.

Your Co-op on the Air

At a recent meeting of our national press association, composed of editors of state REA publications such as your CAROLINA FARMER, the matter of public relations and membership education was discussed. We learned that there are two segments of our people who should be told more about REA-financed cooperatives and how they function.

One group, of course, consists of the members who are interested at all times in news of their co-op because they own it and are working in harmony for the full development of its potential assistance to them on the farm and in the home. The other group is composed of non-members who may be waiting for REA power to be connected to their farm or who may live in a town or city not served by REA. This second group cannot be expected to be too much interested in the problems of our cooperative system unless they are informed of the wonderful job we are doing for ourselves.

One way to reach both these groups effectively and at the same time is through the medium of radio. The national Rural Electric Cooperative Association has provided your editors with material for a good radio program and plans are now under way to have the various cooperatives ON THE AIR in the near future. Watch for the date and time of this broadcast from your local radio station. A full schedule will be given in next month's CAROLINA FARMER.



—Imagine! You cook by pushing buttons!

**AUTOMATIC "SPEED COOKING" AT
YOUR FINGER TIPS IN THE NEW**



"PUSH-BUTTON" RANGE

**Come in today for a demonstration!
No faster, easier, cleaner way
in the world to cook!**

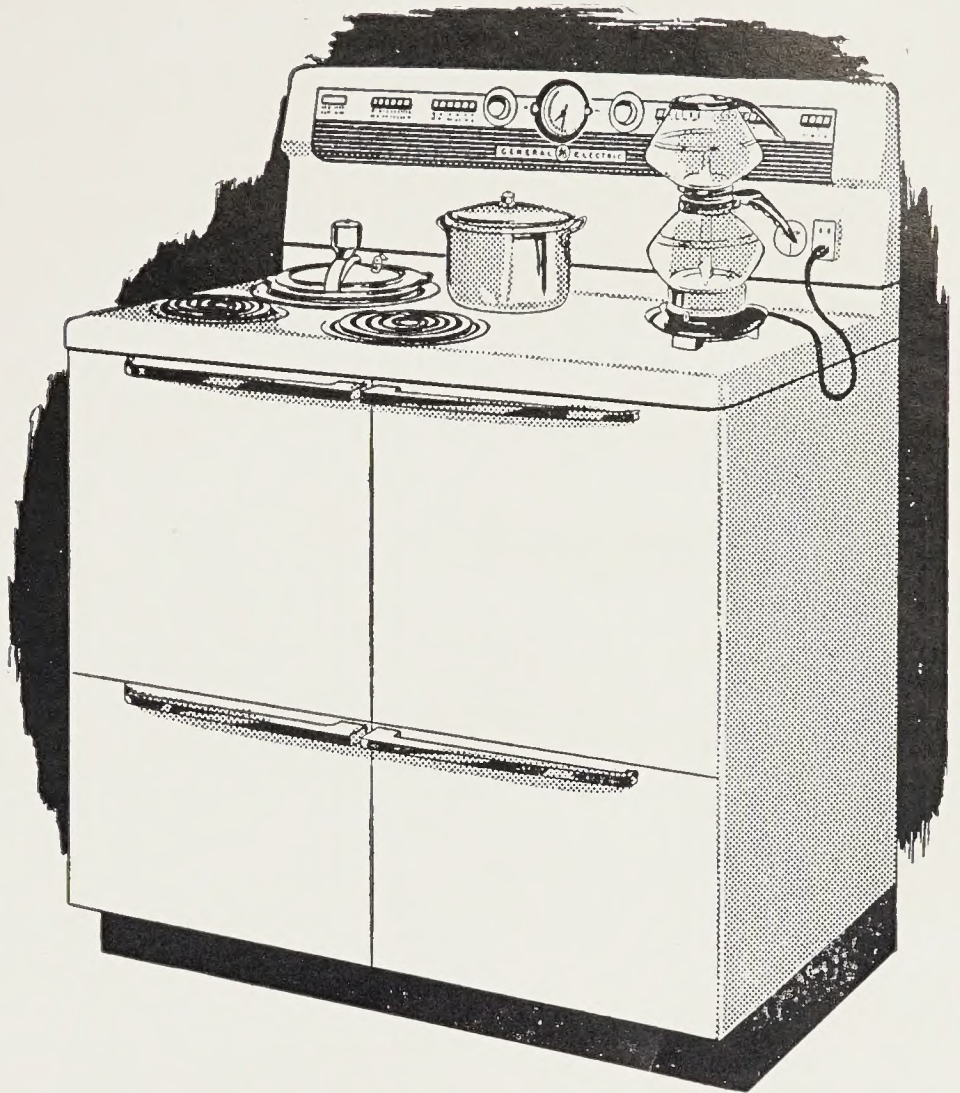
Lady, you never saw cooking ease like this before! Just think! General Electric's famous "Speed Cooking" Calrod* units controlled by push buttons! A button (each with Tel-A-Cook light) for each cooking speed. All controls, 10 inches *above* working surface. No reaching around hot pans. The cooking speed you want—*instantly*! Four times easier to operate than rotary switches.

Wonderful, work-saving automatic features, too! We can't begin to tell you about them all. Come in—see this "Push-button" marvel for yourself—today!

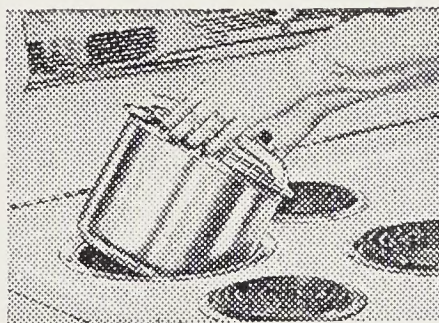
*Trade-mark Reg. U. S. Pat. Off.

FREE LITERATURE

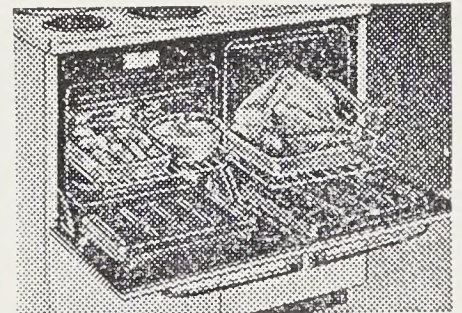
Just drop a penny postcard into the mail and tell us to send you additional information on the new General Electric Ranges. **A MODEL FOR EVERY FAMILY NEED**



**Look! Your choice of Built-in Pressure Cooker and
raisable unit — or TWO OVENS!**



G-E "Stratoliner" (shown above — and it's a beauty) gives built-in 6-qt Pressure Cooker, also equipped as deep-well Thrift Cooker, and raisable Calrod for fourth surface unit. Famous G-E Tripl-Oven, with new ball corners for quick'n'easy cleaning.



G-E "Liberator" (same beautiful "new look" as above) has *two complete ovens*. One master size, the other three-quarter. Both automatically controlled; each does all warming, baking, roasting, broiling operations. Both with new ball corners.

GENERAL  ELECTRIC

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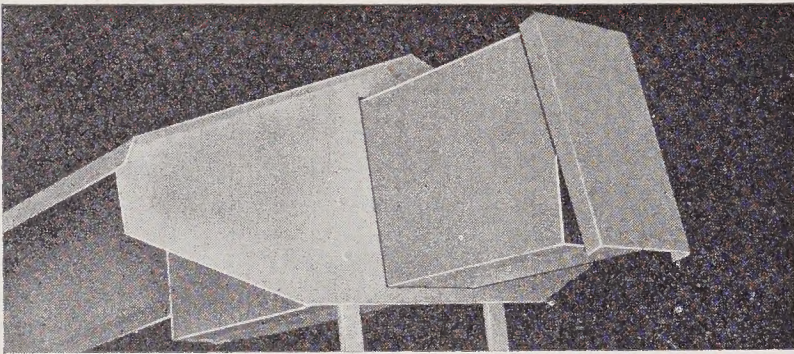
Home Electric Company of Lenoir, Inc.
ELECTRICAL CONTRACTORS

Phone 1500
117 W. Harper Ave.
LENOIR, N. C.

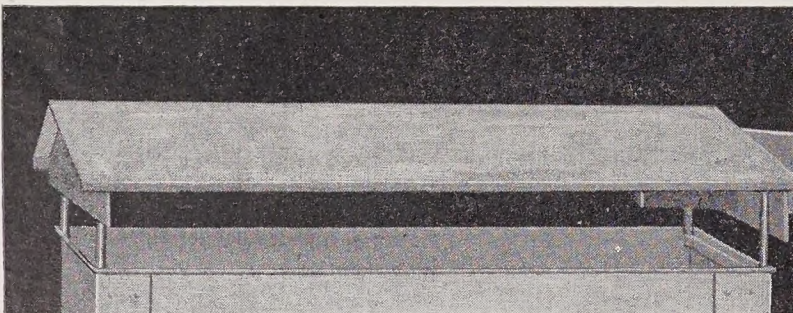
TAKE NOTICE - TOBACCO FARMERS!

★ The huge success of the Florence - Mayo Tobacco Curers has been due to its patented Air-Conditioning features. Invented and patented by Mr. Reuben E. Mayo, this feature was one of the first basic improvements made in tobacco curing equipment in over one hundred years.

**PATENTED AIR-CONDITIONING
FEATURES — EXCLUSIVE WITH FMC!**



The large air intake, with adjustable controls, regulates the volume of air which goes into your barn. The principle of air-conditioning, upon which the Florence-Mayo Curer is based, makes this patented feature essential for efficient curing. All incoming air from outside the barn enters the open space above the open flame—thus insuring healthy, conditioned atmosphere in the barn.



Florence-Mayo's adjustable heat-spreader with Patented Safety Lock is easily set to direct the conditioned air to every corner of the barn. Tests have proved this to be the most efficient method on the market today. This is an original and exclusive Florence-Mayo feature.

In a recent ruling, the United States Circuit Court of Appeals upheld the validity of patent held by the Florence-Mayo NuWay Company for curing tobacco in an air-conditioned barn with open flame oil burners. The opinion declared that Reuben E. Mayo had perfected the patentable invention that provides the delivery of fresh air to a combustion chamber, where it is heated by open flames, passed through the leaf being cured and then expelled from the barn through ventilators. Copies of the U. S. Circuit Court of Appeals decision upholding the validity of Florence-Mayo patent available on request. We will be happy to send you a free copy.

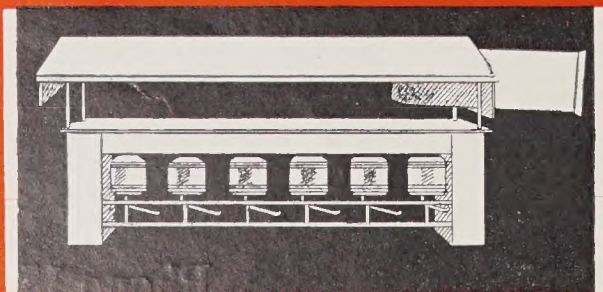
No other tobacco curer offers you as much for your money as Florence-Mayo Curers! Users report fuel savings of 50% when compared with curers requiring flues and stacks. Up-keep costs over periods up to ten years have averaged only about \$1 per year. You save all ways when you cure the Modern, Florence-Mayo way!

Florence-Mayo's Safety Record is the best in the industry! For the past three seasons—less than one barn per 1,000 equipped with Florence-Mayo Curers has burned. Florence-Mayo Curers, purchased since September 1st, 1948, will be replaced absolutely free if barns in which they are installed burn during the next curing season!

★ Even though Florence - Mayo Air-Conditioning Tobacco Curers are finer, and include exclusive, patented features *Plus Free Replacement* (as explained above) *they cost less than other makes!* Don't accept less than the Best... Insist on Florence-Mayo Tobacco Curers!

★ Any infringement of Mayo Patent Reissue No. 22221 by manufacturers, sellers, or users will be vigorously prosecuted.

Florence - Mayo Curers Are Available for Immediate Delivery!



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**SEE YOUR FAVORITE DEALER — OR
WRITE US DIRECT**

FLORENCE-MAYO NUWAY CO.

Makers of the "World's Best Tobacco Curer"

New Offices and Factory: FARMVILLE, N. C.